MEMPHIS, TENN., MONDAY, OCTOBER 23, 1871.

HOW MEMPHIS MERCHANTS BLUN-

Spasmodic advertisers are common place. All merchants are conscious of the necessity of having themselves known abroad, and thus it has grown into the fashion to advertises the crossition and dissolution of partnerships. A new firm always advertises itself. After a time the card is withdrawn and the concern struggles on, often doubtful even of its own protracted existence. The effects of the original card are not fell at once. The process of popularization is somewhat slow, but not the less sure and effective. As soon as the bills are paid for the inangural advertisement of a new business, the firm stops its contributions to the newspapers. It has secured a business through the press, but such is human vanity and self-love that the house ascribes its partial success to the character and worth of its members, and the benefactions done by the house ascribes its partial success to the character and worth of its members, and the benefactions done by the house ascribes its partial success to the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done by the character and worth of its members, and the benefactions done its work and business flows in, than the firm house shown that he pointly in the propose, a dollar of the one hundred and always proposed the card of the partial of the partial of the card of the partial of the c the necessity of having themselves known abroad, and thus it has grown becomes penurious and asserts its own inherent potency, denying that of the press. The firm stands still for a time. It sometimes flourishes. But vigorous, active new houses are constantly

their behalf. The old and popular concerns begin to lose business. Their realms are invaded by adventurers, (so-called); their business is steadily lessened, or grows not at all. They growl and recede, lose caste in mercantile life and are finally eclipsed by the wiser firm, which never forgets to keep pace with progress. New people enter the country, make themselves constantly known and their names and business are ever popularized. Helmbold is dying. He loses power as the monopolist of the drug business. The Ledger lives, for Bonner never fails to advertise. There are Helmbold's everywhere on Main and ness. The Ledger lives, for Bonner never falls to advertise. There are Heimbolds everywhere on Main and Front'Streets. They die of insulition and the world soon forgets that they breathe, though they still live. In trath, self-love or vanity impels merchants to neglect the press. They prefer to say that success is due wholly to their own virtues and skill. They are unwilling to confess the potency of the press, and thus the potency of the press, and thus the potency of the press and swill again in stubborn, simple descented. They resort to placards and cheap and worthless advertising agencies, and the company will save into stubborn, simple descented. They resort to placards and cheap and worthless advertising agencies, and the company will save the potency of the pressitent, indicious advertising agencies, and finally go down to oblivion. Steady, persistent, indicious advertising is the

absolute guaranty of unbroken mercantile prosperity.

THE TEXNESSEE CENTRAL. In our opinion, the name of the railroad which is about to be organized for the purpose of connecting Memphis directly with Nashville and Memphis directly with Nashville and Knoxville should be called, what it clearly is, the Tennessee Central road. It should have been built among the first in the State, In what exact direction and through what intermediate places it should run will depend upon circumstances and the liberality and public spirit of various towns and counties. There may be two routes, and reads may profitably be built on either or both. There must be a road to Somerville common to both. From Somerville, one route may go by Jackson, through Henderson, Decatur and Ferry to Nashville, and the other may go by Bolivar and Savan-nah toward Knoxville. After this route leaves Savannah it may go by Jackson, through Henderson, Decatur and Ferry to Nashville, and the other may go by Bolivar and Savan-nah toward Knoxville. After this route leaves Savannah it may go by directly east from Jackson, through Henderson, Decatur and Ferry to Nashville, and the other may go by Bolivar and Savan-nah toward Knoxville. The Jackson road might go directly east from Jackson, through Henderson, Decatur and Ferry to Nashville. As we before remarked, what will be the chert may go by Bolivar and Savannah it may go by Jackson, through Henderson, Decatur and Ferry to Nashville. As we before remarked, what will be the chert may go by Bolivar and Savannah it may go by Jackson, and there is the country members, surrendered for knoxville. The Jackson, through the surrendered for the proposed on the various lines. There is wery little difference in distance whether we go by Pulsaks in Columbia or Pulsaki to McMinnville. As we before remarked, what will be the team of the difference of the surrendered for the percentage of the surrendered for the percentage of the surrendered for the percentage of the percentage of the proposed on the various lines. There is wery little difference in distance whether we go by Pulsaks on, and there is a manufacture of the percentage of the percentage of the proposed on the various lines. There is wery little difference in distance wheth Knoxville should be called, what it of which are much needed in the counties near the Mississippi river. The trade of the Tennessee river counties should all come to Memphis or Jackson, or go to Nashville, instead of going, as it now does, to cities beyond the State. We learn that two charters have been or will be obtained for these roads. There should be no conflict between them. The commissioners of each should act in concert. The road should be common to both, as far as Somerville. From that point they might diverge. Both roads, if built, would pay. They would, by ches o rates, eccourage immigration and in rease business. Low charges of which are much needed in the and in rease business. Low charges on rallroads stimulate production in on railroad's stimulate production in the country and encourage the growth of articles not now valued at all, or to a very limited extent. This road is to bring to Memphis an amount of trade which few of our citia as now anticipate. The strong men of Faymoring in this cuterprise. The road that should have been the first built may be the last, but it will be the best. West Tennessee is capable of sustaining twice as many roads as she to be sustained to our suffering people, in the prompt transmission of very numerous measures, for the same kind of fodder.

The sustain Order Heater Union telegraph Company, and also through your treaty, for the during the first of last month by Captain Torry, of the Dominion revenue at the sustain to first month by Captain Torry, of the Dominion revenue at the sustain of the same kind of orders.

The shifting the first of last month by Captain Torry, of the D ette, Hardeman and Madison aver moving in this enterprise. The road that should have been the first built may be the last, but it will be the best. West Tennessee is capable of sustaining twice as many roads as she has, because as the roads increase and the freights are reduced, the produc-tions of the country will increase, and the business of the roads increase also.

Development of the country will increase, and the business of the roads increase and the business of the roads increase and the business of the country will increase, and the business of the roads increase and the business of the country will increase, and the business of the roads increase and the roads of the country will increase, and the roads of the second and roads of the country business of the roads of the roa

EX-PAYMASTER PAULDING.

CHICAGO.

How Matters Stand With That Distresse

A REIGN OF TERROR. persistent, judicious advertising is the

> Ravages of United States Troops in South Carolina-Citizens Fleeing Their Homes.

Naw York, October 22.—The Herald's special from Columbia, South Carolina, of to-day, gives the following: "Information received here from York and adjoining

Proceedings of the "Rational Colored

HIGHWAY ROBBERY.

Voice in his Behalf-True State of his An Express Car Plundered at Union City. The Cotton in the Field and That Comis

TELEGRAPHIC PERSONAL.

Grant was in New York on Saturday. Prince Napoleon landed at Ajaccio, Cor-sica, Saturday, but no public demonstra-

was referred to the detective committee.

Urish Hawkins, one of the bigh dignitaries of the Mormon church, under trial at Salt Lake City, for bigamy, has been convicted. A new trial will be granted, however. Should he be finally found guilty, the penalty he will have to face is twenty years imprisonment, or pay a fine of \$1000, or both the imprisonment and fine, at the discretion of the court. This is to be a test case and the balance of the polygamists, from Brigham down, will have to stand up to the rack and partake of the same kind of fodder.

The fishing yeasel E. A. Horton, seized

BY the authority of the act of the Legisla

MORNING CLASS No. 501.

EVENING CLASS-No. 501. 50, 14, 32, 77, 46, 38, 2, 17, 59, 18, 35, 22, 66

**GUNS!** GUNS!

A large and complete stock of

The attention of country merchants is appearfully invited.

Importers and Jobbers of

NOTICE OF COPARTNERHIP.

DR9. HARRIS & MEWBORN having this day associated themselves together as practioneers of deatal surgery in all its branches, respectfully offer their professional services to the public. No. 33 Main street corner of Monroe.

J. C. HARRIS, of Memphis, olf) J. L. MEWBORN of Fayette Co.

Bacon and Polatoes.

187 casks clear and clear-ribbed Side 50 casks Shoulders, 2000 bb. Ensect Pointors, For sale, low, to merchants, of SUTTON, TRIGG & CO.

THE GEORGIA HOME INSURANCE COMPANY.

Columbus, Georgia,

apital and Assets.

W. H. HILL, Ja., Sec'y.

Forward-The Kind of Women

Came, October 22.—At Union City, Tennessee, last night, while the passengors of the train on the Mobile and Ohio railroad were at supper, three men jumped on the engine and ran the train back two miles, while two others entered the express car and robbed the express are and robbed the express are and robbed the express are supper, and had left one man as guard, who was overpowered by the robbers.

POLITICAL NOTES.

Roughs, said to be strikers for shering o'Brien, hushed up a Tammany meeting in New York Saturday night.

It is asserted, so says the telegraph, that the Gresley wing of the Republican party in New York will give an active support to the nominees of the Democratic reform party.

Chandler, who has been heretofore the Tweed-Tammany candidate for register, will probably be dropped. The Tammany politicians think they ought to nominate a German, to influence German votes.

The Ledwith wing of the New York Democracy nominated, on Saturday, the following tickes: For judge of the supreme court, Judge T. A. Ledwith; for judge of the supreme court, J. H. Anthon, for judge of the supreme court, J. H. Anthon, for judge of the marine court, S. P. Daley: for register-general, Franz Sigel.

TELEGRAPHIC PERSONAL. Lotteries draw twice daily. Prizes from \$100 to \$55,000, paid in money by J. E. FRANCE, agt, 495, North Court at. Box 167, Memphis, Tenn., P. O. MURRAY, MILLER & CO., Managore, St. Lonis. Mo. THE Lecture by Rov. F. H. Bown which was postponed one week, will delivered on Tuesday, October 7th, at 7th, in the hait of the Association, No. Main street. English and German Guns ORCILL BROS & CO.. Hardware, Cutlery, Guns, Etc., 810 and 819 Front St.

ARKANSAS.

to forty miles to this point. More w go there, but Witteburg is impelled

asies what will be done with the political atone stables?

Colonel W. D. Mann, president of the Mobile and Northwestern railcoad, has perfected a contract in New York city with entiriety responsible parties for the construction of the whole line from Mobile to Helsna, Arkansas.

Henry Greenbaum, a leading Israellto of Chicago, has received from his co-religionists throughout the United States liberal contributions for the relief of the Hebrews of his city, and will attend in person to the proper distribution of the same.

Henry Howard, agent of the British government at Washington in the matter of the reception of claims of the British government against the United States, has been instructed not to present any of these chairs must be constructed not to present any of these chairs must be constructed not to present any of these chairs must be constructed not to present any of the same of coperative movement for the benefit of cotton-growers have a structed no attention. We shall go on the city of the construction of the same.

ed no attention. We shall go on in

Memphis Mechanics' Institute

\$1,000 000\$

GRIGGS & SNYDER, BEFREENCE :

HERNANDO

INSURANCE COMPANY. OF MEMPHIS,

S. H. DUNSCOMB, President. W. B. GALBREATH, Vice-President.

F. M. NELSON, Secretary. W. B. MALLORY, Am't Sec

NOTICE TO CONTRACTORS

Chairman Executive Committee,
MERPHIS, TENN., October 21, 1871. oct.

THERE will be a meeting of the Memphil Methanics' Institute at Odd Fellows Hall, on MONDAY avening, at 7% o'clock. In it attendance is desired. Superintendent of the various mechanical divisions of the late Pair are carnestly requested to be preent.

M. BURKE, President.

These Racon Secretary. 04.2 THOS. BACCH, Secretary. DRESS MAKING.

pound. STORM, Oats, Bran, Hay, etc., low as the SILKS IN CLOTH SHADES. MAGEVNEY, HEWITT & CO.

**Commission Merchants** 

COTTON FACTORS, Mholesale Feed & Western Produce

:>1 MAIN STREET, MEMPHIS, - - TENNESSEE.

I. O. O. F. MUTUAL AID ASSOCIATION

BOARD OF THUSTERS:

Il o'stock a.m., at which time is the held for Directors for the same and their families for Directors for the stockholders and their families for the continuence of the Also distributing their to the continuous.

B. M. LAMB, Secretary.

B. M. LAMB, Secretary.

B. M. LAMB, Secretary.

IMMENSE ARRIVAL Ladies' Suits and Garments

**NEW GOODS.** 

To be Offered at Reduced Prices this week

Lowenstein & Brothers.

est the especial attention of housekeepers to the spledid line of

**House Furnishing Goods**,

which we are offering this week at extremely low figures. We are

Bleached and Brown Sheetings and Shirtings, At much lower figures than usual. In

Blankets and Flannels We are offering special and extraordinary inducements. Having purchased these goods before the recent advance, we can afford to sell them much lower than the present cost of production.

WE ALSO OFFER A SPLENDID LINE OF

--IN--

Epinglines, Reps, Velours, French Satsen, Lyons Poptin Irish Poplin,

SATIN DU CHINE, SILK STRIPED SERGES, besides a line of

In all colors and widths. Our stock of

WE ALSO OFFER AN IMMENSE LINE OF

RIBBONS, TRIMMINGS, NOTIONS, Etc.

SPECIALTIES IN

Children's Suits and Sacques.

B. Lowenstein & Brothers,

242 and 244 Main Street, cor. Jefferson.

Thich for extent and variety is unsurpassed.

NEW ADVERTISEMENTS.

MENKEN BROS

Call attention to a large importation of

At 60e, worth \$1 00.

Also to a new line of

BLACK SILKS

A new line of colored Gros Grain Silks for vening wear, at \$1.

A new line of

Just opened a case of

Brussels

SHAWLS,

HOSIBRY,

NEW ADVERTISEMENTS.

GREAT ATTRACTIONS

-- AT--

JACOB GANS

298 Main Street,

FANCY AND STAPLE

NOTIONS,

BOOTS & SHOES, Etc.

ALPACAS,

riain and Piaid POPLINS,

French and English MERINOES,
Satin de Chines,
Empress Cloths,
Velours,
Sicilian Poplins,
Etc., Etc., E

BLANKETS,

Linseys, Flannels, etc.,

Cannot be excelled in quality, and are marked at extremely low prices. We have

SASH RIBBONS

Cloaks and Shawls,

A GREAT VARIETY.

BOOTS AND SHOES.

Call and examins, or sand orders

TABLE DAMASKS.

COVERLETS and

SHEETINGS.

in all widths

TABLE LINENS,

NAPKINS.

Berlin Cloaks; JEANS, CASSIMERES,

LINEN TABLE CLOTHS, TOWELS, NAPKINS,

DOYLIES, Erc., Erc., which we are offering in extensive variety equally low.

DRESS GOODS! Untouched by the Chicago and other disas-ters. Continues to furnish indemnity against loss by fire on all insurable property, at ade-quate rales. J. RHODES BROWNE, Pres't. D. F. WILGOX, Sec'y. Our unrivaled assortment will attract the attention of every admirer of fine goods, and comprises the most elegant fabrics in

SUITS,

8494,959,55

pplications received and policies issued b W. H. MOORE, Agent.

Empress Cloths and French Merinoes, JOE E. LYNCH, Physician and Surgeon

Office: 225 MAIN STREET. Black, Colored & Fancy Silks

wonderful of cities, and a detailed, direum-siantial and vivid account of its destruction by first with scenes, inclients, etc. By Colbert and Chamberlain, City Editors Chicago Tribune. Agents wanted. C. F. Vent, Publisher, S West Fourth street, Cin-cinnat.

CARD. COAL and fron properties; stone, slate and marble quarries; mills, foundries, manufactories, etc., sold on commission. Mortgage losses of tained; joint stock companies arganized, and their capital and trustees procured on suitable cases; additional capital procured for meredianus and having a respectable capital already invested. All pusiness strictly confidential. Address

Financial Agents, 93 Broadway, N. Y. People's Bank, NEW YORK.

OFFICE, No. 7 MADISON STREET

B. H. DUNSCOMB, W. B. GALBREATH, D. H. TOWNSEND, LOUIS HANADER, J. J. BUSBY, OHN C. FIZER. A. VACCARO, 2010?

N. FONTAINE.

PACE & JOINER

Irish Alpaca Poplins. Of a superior make, at 50c.

A full line of our popular Raven Black and Colored Alpacas, TOWELINGS, A large involce of LYONS

VELVET CLOAKS Refer with permission to: Memphis Hank, Desoto Bank; Ford, Porter & Cu.; Clark, Hly

> T be opened on Monday. BRE OUR POPLIN ALPAGA WALKING SUITS. At 89 00, 810 00 and \$15 00.

> > FURS! FURS! FURS! In the olify all widths, all colors and colors and the colors are colors and the colors and the colors and the colors are colors are colors and the colors are colors and the colors are colors and the colors are colors are colors and the colors are colors and the colors are colors are colors and the colors are colors and the colors are colors and the colors are colors are colors and the colors are colors are colors and the colors are colors are colors are colors. Of every grade, CHILDREN'S SETS, \$1 70. LADIES' SETS, \$2 20

A handsome assortment of

ndson Bay, Russian Sables and Mink Se at Manufacturer's Prices.

As well as

Ready - Made!

An Extensive Range on Exhibition of

AMERICAN, FRENCH & GERMAN

MANUFACTURE,

From Five Dollars up,

COLL'S

6-4 AND 8-4 BLEACHED AND BROWN TABLE DAMASK 273 Main Street 273 Great Clearing Sale

> Our Entire Retail Department. MUST BE SOLD IN NINETY DAYS.

Goods Marked in Plain Figures--- No Deviation from Prices. SALE COMMENCING TUESDAY, OCTOBER 17.

A. SEESSEL & SON

Beg to inform the citizens of Memphis and the surrounding country, that consequence of the growing wholesale trade of their establishment, they have n consequence of the growing wholesale trad lecided to close out the Retail Department

REGARDLESS OF COST,

And will offer the following great inducements. An examination will convince that never in the annals of the Memphis trade have goods been offered at such low figures. We offer a superb stock of

Black and Colored Silks, Original Japanese Silks in Stripes, Plaids and Plain Colors

All of this year's importation, at fully FORTY PER CENT. BELOURULING PRICES. Japanese Silks at Sc per yard, worth \$1 50. We have reduced our beautiful and varieties of

DRESS GOODS. naisting of Armures, Cratonnes, Epangelines, Salines, Serges, Velours, Empress Ulott We offer a line of Pim's Irish Poplins, worth \$1.75, at \$1.25 per yard. Of American Dress Goods, worth \$5c, at \$5c per yard. Of Striped Poplins, worth \$5c, at \$5c per yard. Of Striped Poplins, worth 50c, at \$5c per yard.

The entire Stock of Elegant Velyet and Cloth Cloaks.

ade up under the supervision of Mr. A. Secreei in New York, will be sold AT COST. We STRIPED AND PLAID WOOL SHAWLS.

HENNEQUIN & CO.'S CASHMERE SHAWLS, with CAMEL HAIR CENTERS GENERAL PRICE LIST:

Complete stock of Assorted Blankets, full sizes, \$2 per pair. 500 sets LADIES' FURS, Cape and Muft, \$2 25 per set, worth \$5.
500 sets Misses' and Children's FURS, Cape and Muft, at \$1.75 per Miles' Ludies', Misses' and Children's Shoes in Call, Goat and Cloth. Miles' best Ludies' Shoes, \$2.50 and \$3.

35. We ask special attention to the Great Reduction in our SILK POPLINS, Dry Goods Cloth Department.

A Line of Tweeds for Boys' Wear, 56 cents per yard.

A Line of Fancy Cassimeres for Men's Wear at \$1 per yard.

A line of Diagonal Coatings, \$4 per yard.

Gentlemen are respectfully invited to examine the sweeping reduction. THIS IS A BONA FIDE CLOSING OUT SALE Of our Entire Retail Department.

A. SEESSEL & SON,

259 Main street, Opposite Court Square.

A T October Term, 1871, of County Court, a A resolution was unanimously passed, directing me, as trustee of this county, to pay over no money upon orders of District School Commissioners until they meet and organise a Board of Education, as now required by law. I therefore empressly request that the Commissioners of the several school districts meets at the sounty courtroom, in Memphia, on Saturday, November 11, 1871, for the purpose of organisation, etc.

By order of County Trustee of Shelby county.

ST. LOHIS BELL TRUST IS WARTED

Of the residence of CATHARINE CLCUGHESST, who removed from the city of Albany, New York, to Memphia about twelve years allowed the interest, or the interest of the heirs if size is decreased, to communicate with PADDOCK & NOTE, or commissioners and the seventh of the heirs if size is decreased, to communicate with PADDOCK & NOTE, or commissioners of the seventh of the heirs if size is decreased, to communicate with PADDOCK & NOTE, or communicate with PADDOC

Chancery Sale of Real Estate FRIDAY, OCTOBER 27, 1871.

Friday, October 27th, 1871.

INFORMATION IS WANTED

MANUFACTURED BY THE St. Louis Piano Manufacturing Co. Warranted to be of the heat material as superfor workmanship. Every plane we ranted for five years, and self-section gus autood. Address ST. LOUIS PLANG MANUFACTURES CO. Burdett Organs,

LEOPOLD GORPEL, Agt., Memphis, Tenn E. A. BENSON. 317 Main Street.